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FOR IMMEDIATE RELEASE

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**NEW MUSEUM LAUNCHES MUSEUM AS HUB,
A MAJOR NEW INITIATIVE RE-DEFINING THE MUSEUM OF THE 21ST CENTURY**

Cornerstone of the Pauline and Constantine Karpidas Education Center

New York, NY...The New Museum launches a major new initiative, Museum as Hub, as part of the Museum's new building, opening on December 1. Museum as Hub is a 21st century cultural laboratory exploring art and ideas through a global partnership. The New Museum has invited four partners to participate in the launch and first year of the Museum as Hub: Insa Art Space (Seoul, South Korea), Townhouse Gallery of Contemporary Art (Cairo, Egypt), Van Abbemuseum (Eindhoven, The Netherlands), and Museo Tamayo Arte Contemporáneo (Mexico City, Mexico). Together the partners will program the 5th floor Education Center in the New Museum's new facility on the Bowery, as well as a dedicated Museum as Hub website (museumashub.org). The development and launch of this innovative global partnership for exchanging ideas and information is made possible by a generous grant from The Third Millennium Foundation, with additional support from the National Endowment for the Arts and the New York State Council on the Arts.

Lisa Phillips, Toby Devan Lewis Director, said "Hub is a signature program of the new, New Museum—an educational/curatorial hybrid that will be a platform for global dialogue and a new model for institutional collaboration. Hub will also be a great resource for the public to learn about what's going on in contemporary art around the world."

Under the direction of Eungie Joo, Director and Curator of Education and Public Programs, Museum as Hub will be the cornerstone of the Museum's new public programs and Education Center. Hub is conceived as a flexible, social space where audiences will engage in individual and group experiences through multimedia workstations, exhibition areas, screenings, symposia, lectures, and events. It is designed by Christoff:Finio architecture.

Museum as Hub activities and programming will also extend to other areas in the New Museum such as classrooms and the Museum's 188-seat theater, and beyond to locations off site including the partner institutions.

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Hub partners have been meeting with New Museum curators for over a year to develop the program, and have collectively decided to present the first program on the topic of “neighborhood” during the inaugural year. Partners will address the topic locally and collectively, in a sequential series of presentations at the New Museum and on the Hub website, through artists’ commissions, discussions, and documentation.

Joo adds: “We are thrilled to be working with such rigorous, intelligent partner institutions to help us engage art and artists in innovative ways for the Museum as Hub initiative. In addition to introducing international neighborhood activities to New Museum audiences, we hope the Museum as Hub inspires conversation circuits on the Bowery that flourish in Cairo, Eindhoven, Mexico City, Seoul, and beyond.”

Over the course of 2008—the Hub program’s inaugural year—each of the collaborating institutions will commission artists to address the subject of “neighborhood” as it relates to specific aspects of the city or region in which it is located, with a focus on discursive and interactive projects. An initial presentation will premiere at the New Museum, and will also have a presence online where visitors may access information on each of the participating organizations and their programs and exhibitions.

For its contribution to Museum as Hub, the New Museum will address its new location on the Bowery and what it means for an institution of contemporary art to realize its mission of “New Art, New Ideas.” For the initial presentation, the New Museum will present its ongoing exploration of the topic through the Bowery Artist Tribute, a research project on the history of artists who lived and worked on the Bowery. The project will culminate in a creative online map of artists’ current and former residences in the neighborhood, a series of audio and video interviews with these artists, which will be on view in the 5th floor Resource Center, and an archive of related resource materials. Also on view in the Hub space will be Martha Rosler’s 1975 photo-text work, *The Bowery in Two Inadequate Descriptive Systems*. The Bowery Artists Tribute is made possible by an endowment from Hermine and David Heller, and is sponsored by American Express. The New Museum’s first commission for Museum as Hub, *Night School* by Anton Vidokle, will debut in January. *Night School* is a project in the form of a temporary school with seminars occurring over the last weekend of every month for a year.

Beginning in March of 2008, each partner will take over the Hub space at the New Museum for a period of two months, filling it with artworks, documentation, screenings, and discussions. Hub Fellows, scholars in residence nominated by partner institutions, will serve as guest hosts of Museum as Hub during each presentation.

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The Museum as Hub website will be managed by Rya Conrad-Bradshaw at the New Museum and will launch coinciding with the Museum's opening on December 1. Designed by Big Fat Brain Creative, it will feature in depth information and access to projects by the international partners as well as opportunities for online discussion, user commentary and immersive interactive exploration. The website will also document and provide live feeds of events in both the Hub space and at partnering venues, as well as online events such as symposia, discussions, and collaborative projects.

LOCATION, HOURS, AND ADMISSION

The New Museum is located at 235 Bowery (at Prince Street between Stanton and Rivington Streets, one and a half blocks south of Houston)

The Museum will be open to the public Wednesday through Sunday, from 12 p.m. to 6 p.m. with extended evening hours on Thursday and Friday from 6-10 p.m. CIT is the lead sponsor of CIT Free Thursday Evenings (from 7-10 p.m). The Museum is closed to the public on Monday and Tuesday, except for prescheduled group tours on Tuesday.

General Admission: \$12
Seniors: \$8
Students: \$6
18 and under: free

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